Section 5311 (Rural Transit)
Feasibility Study Structure

I. Identify Need for Public Transit Service
   - A. Mobility Needs of Potential Passengers
   - B. Mobility Needs of Employers
   - C. Mobility Needs of Social Service Agencies and their clients

II. Identify Potential Trip Generators
   - A. Major Employers
   - B. Primary Medical Facilities
   - C. Commercial Development Concentrations (shopping and strip malls)
   - D. Social Service Agencies w/heavy client traffic
   - E. Retirement, Nursing Home, and Apartment Communities

III. Calculate Demand for Service
   - A. Peak Passenger Trips
     1. Employer data can be useful for both morning and evening trips
     2. Medical related data is useful for morning trips
     3. Commercial business hours of operation can impact peak demand for employee travel in the morning, and for passengers who may trip-chain before going home in the evening (shopping, drug store, dry cleaning, etc.)
     4. Social Service Agency appointment concentrations can assist in defining peak travel demand, especially in the morning
   - B. Off-Peak Passenger Trips
     1. Commercial, medical, and social service information is most useful
     2. Activity schedules for retirement communities and social service agencies can be of great use as well.

IV. Select Most Appropriate Service Type to Serve Defined Need
   - A. Fixed Route/Demand Response
   - B. Demand Response
   - C. Point-Deviated Fixed Route

V. Identify Capital Requirements to Meet Defined Need
   - A. Type of Rolling Stock (30ft. bus vs. minivan)
   - B. Passenger Facilities (shelters, transfer site)
   - C. Administrative and Maintenance Facilities
   - D. Office, Operational *(including communication and dispatching needs)*, and Maintenance Equipment

VI. Identify Proposed Public Transit Service Provider(s)
   - A. Transit experience of proposed provider(s)
   - B. Describe plans for coordination and collaboration with other community transit providers/organizations

VII. Identify Operating Costs to Fulfill Demand
- A. Total Cost for Service
  1. Salaries (administration, operations, maintenance)
  2. Fringe benefits
  3. Fuel, tires, etc., (dependent upon type of service)
  4. Insurance (type of vehicles and service)
  5. Utilities, materials, and supplies
- B. Fare Revenue
  1. Fare Structure (average fare)
  2. Calculated passenger trips
- C. Net Cost for Service (total cost minus fare revenue)

VIII. Identify Necessary Revenue to Support Net Cost for Service
- A. Local
- B. Federal (cannot exceed 50% of net cost)
- C. Other

IX. Identify Local Commitment to Preserving Service
- A. Will Service Continue to be financed if federal revenues dry-up?
- B. Will the local revenue source be consistent and reliable?
- C. If performance is such that federal revenue increases, will additional local match be available?

Other things to consider:
- A Marketing Plan to maximize ridership/achieve ridership calculations
- A Capital Development Plan